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August 3, 2005

**Via Electronic Filing**

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12th Street, S.W., TW-A325  
Washington, D.C. 20554

**Re: Children's Television Obligations of Digital Television Broadcasters, MM Docket No. 00-167**

Dear Ms. Dortch:

Pursuant to section 1.1206(b)(2) of the Commission's rules, we hereby submit this notice regarding an *ex parte* meeting in the above-referenced proceeding.

On Wednesday, August 3, 2005, representatives of the Children's Media Policy Coalition ("Coalition") met with Rudy N. Brioché, Commissioner Adelstein's Legal Advisor. Coalition members in attendance were: Gloria Tristani of the Office of Communication of the United Church of Christ, Inc.; Todd Haiken of the National PTA; Marjorie Tharp of the American Academy of Pediatrics; Patti Miller and Christy Claubke of Children Now; Jeff McIntyre of the American Psychological Association; and Jennifer Prime of the Institute for Public Representation at Georgetown University Law Center.

The Coalition members discussed the points it made in its opposition to petitions for reconsideration of the Commission's September 9, 2004 Order in the above-referenced proceeding. The Coalition members also discussed the comments and reply comments it filed in response to the Further Notice of Proposed Rulemaking in the above-referenced proceeding. The Coalition noted its support of the Commission's tentative conclusion to prohibit interactive advertising during children's television programming and urged the Commission to act promptly.

The Coalition gave Mr. Brioché two articles which discuss the rapid deployment of interactive advertising. These documents are attached to this filing.

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above referenced docket. If you have any questions regarding this filing please do not hesitate to contact me at (202) 662-9543.

Respectfully Submitted,

/s/

Jennifer Prime

Attachments

CC:  
Rudy N. Brioché